



BOARD OF DIRECTORS

Visit The Woodlands is governed by a 7-member Board of Directors. The Board of Directors set policies and recommends the budget for Visit The Woodlands' marketing programs and sales outreach.



Chairman Bruce Rieser



Vice Chairman John Anthony Brown



Secretary/Treasurer Fred Domenick



Director Dr. Shelley Sekula Gibbs



Director Jenny Taylor



Director Monique Sharp



Director Cameron Klepac



ADVOCACY EFFORTS

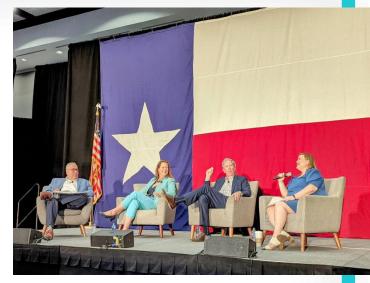
TEXAS TRAVEL ALLIANCE UNITY DINNER & CONFERENCE

- Opening Reception
- Around Houston Panel
- Meeting Planner Panel















INTERNATIONAL PROMOTION

SINGAPORE AIRLINES FAM

- 12 trade partners
- Representing Northern UK & Scotland

 Promoting Manchester to Houston nonstop flight









INTERNATIONAL PROMOTION

TRAVEL TEXAS MISSION

- London, UK
- Amsterdam, NL
- Travel 2 America, Edwin van Delden















INTERNATIONAL PROMOTION

SAN MIGUEL DE ALLENDE

Visit The Woodlands was invited to lunch with the Mayor of San Miguel de Allende as partners of Visit Houston. In addition to the Mayor, several key business, media and tourism partners were in attendance.





FASHION PHOTO/VIDEO SHOOT

KEY DATES

• Scouting Trip: April 4

Shoot Scheduled: May 23-27

Assets Delivered: July

FEATURES

 Shopping, Family Travel, Outdoors, Couples Travel, Meetings & More















Headed to a Pavilion concert this summer? Book your hotel today ->







Like Comment Share

LIVE **NATION AD BUY**

PLACEMENTS

- Website
- Social Media
- Fan Emails
- **Concert Vision Ads**
- **Text Message Campaigns**
- **Onsite Activations**



Grab your tickets to see Miranda Lambert and Little Big Town before they go on-sale to the general public!

Pre-Sale starts at 10 AM on Thursday, January 20, 2022 and ends at 10 PM. just use the code "EXTRA" at the link below to access the pre-sale.

Access Pre-Sale

Only a limited number of tickets are available during the pre-sale, Limit EIGHT (8) per person, Pre-sale tickets are NOT available at The Pavlion Box Office.











MEDIA & PR EFFORTS

KPRC COVERAGE

- February Field Trip Segment
- Swan Boats
- Trolleys
- Upcoming Events
- & More













MEDIA & PR EFFORTS

TRAVEL TEXAS MISSION

- New York City, NY
- Media Breakfast (29)
- Desk-side Appointments (5)













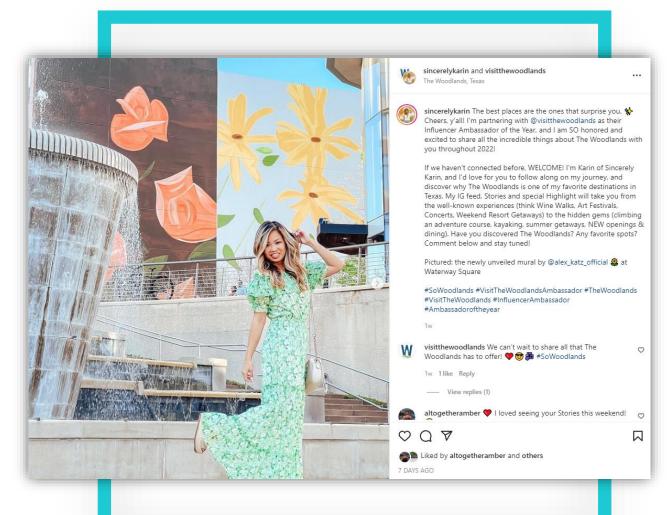
SOCIAL AMBASSADOR PROGRAM

SINCERELY KARIN

Visit The Woodlands has partnered with Sincerely Karin as the official Visit The Woodlands Ambassador of the Year. The goal is to host quarterly collaborations for content development & brand awareness purposes.

Visit The Woodlands will continue to host Influencers throughout the year and work with Local Guides to grow the Ambassador Program.







NTTW ACTIVITIES

NATIONAL TRAVEL & TOURISM WELK













LOCAL AWARENESS

VISIT THE WOODLANDS SIGNAGE AROUND TOWN

- Economic Impact of Travel
- Destination Trivia
- Elevator Clings
- Hotel Front Desks
- Restaurants
- & More













GLOBAL MEETINGS INDUSTRY DAY

GMID OVERVIEW

- April 7, 2022
- MPI Houston Chapter GMID Luncheon Sponsor
- Activation Station,
 Relax with The Woodlands
- Featured in U.S. Travel GMID Recap









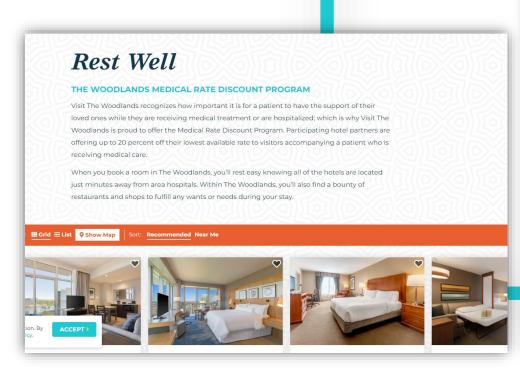




REST WELL PROGRAM

MEDICAL RATE HOSPITAL PROGRAM

- 6 Participating Hotels
- 5 Participating Hospitals





Rest Well

A MEDICAL RATE DISCOUNT PROGRAM FROM VISIT THE WOODLANDS

We recognize how important it is for a patient to have the support of their loved ones while they are receiving medical treatment or are hospitalized; which is why Visit The Woodlands is proud to offer the Medical Rate Discount Program. Participating hotel partners are offering up to 20 percent off their lowest available rate to visitors accompanying a patient who is receiving medical care.

When you book a room in The Woodlands, you'll rest easy knowing all of the hotels are located just minutes away from area hospitals. Within The Woodlands Township, you'll also find a bounty of restaurants and shops to fulfill any wants or needs during your stay.

To take advantage of the Medical Rate Discount Program, scan the QR code or visit the website below to book your discounted stay.



THE WOODLANDS

visitthewoodlands.com/restwell-stlukes



SALES NUMBERS

LEAD GENERATION

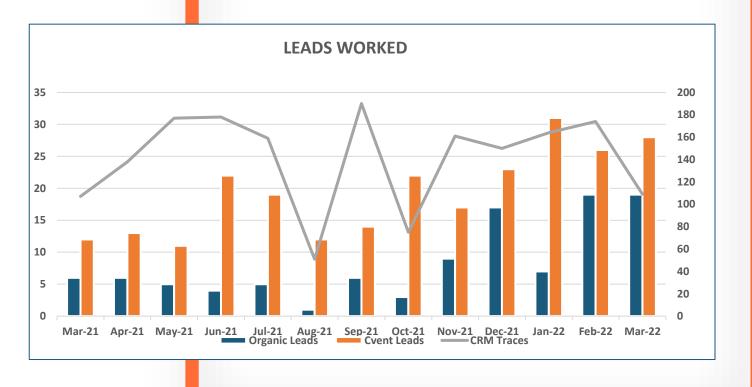
- 46 Organic Leads
- 96 Cvent Leads

SITE TOURS

• 6 Site Tours

BOOKED BUSINESS

- 9 Groups Booked
- 8 Definite Assist Groups





TRAVEL UPDATES

SHOWS ATTENDED

- Southwest Showcase- Austin, TX
- CVENT Connect- Las Vegas, NV
- Simpleview Summit- Phoenix, AZ

UPCOMING SHOWS

- MPI World Education Congress
- Smart Meetings
- Connect Marketplace
- TSAE New Ideas Conference
- IMEX America
- Connect Texas
- Holiday Showcase











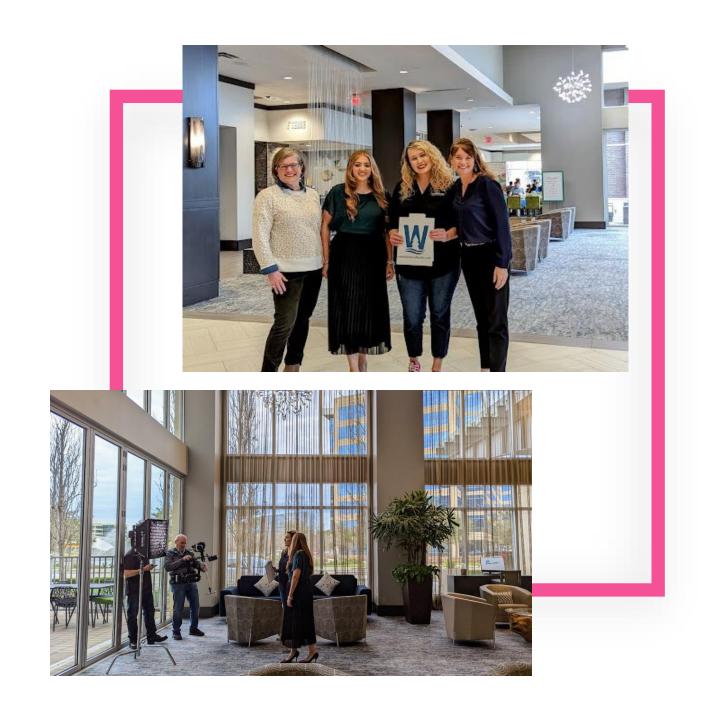
FAM EVENTS & PROJECTS

FAM EVENTS

- MPI Board of Directors Retreat
- TSAE Board of Directors Retreat
- Admin Awards Nominees Reception

CURRENT PROJECTS

- Embassy Suites Hotel Site Tour Video
- Weddings Market Expansion





SERVICING OVERVIEW

RECENT BUSINESS

- Lunar Planetary Science Conference
- Academy Store Directors Conference
- HMA Annual Conference





CONNECT WITH US

@VISITTHEWOODLANDS













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